



Offer a Free Consult While Speaking

If you don't make an offer, you are robbing the participants of the opportunity to get deeper support in an urgent problem they are facing. And you are losing an opportunity to make thousands of dollars.

The truth is that after you share your hot content at your speaking gig or workshop, your people will want to continue learning from you. So, let's make your offer hot so that everyone can thrive!

In Six Figure Speaker, you will find templates to offer a package, program, or Live Event. This template is about how to offer a Free Consultation.

Doing Free Consults after a Speaking Gig or Workshop is powerful because they already see you as an expert and most likely already want to work with you. At the end of the Free Consultation, you can offer your package, program or event.

Urgent Problem

See, here's the thing: I've given you some of my best stuff in the short time we've had together today. But, in order to get _____ (Big, Exciting Solution) it's going to take more than a 2 hour workshop.

Unfortunately, unless you do something about _____ (Big, Urgent Problem) it's probably not going to go away by itself.

In fact, in 1 year, there's a good chance it could become _____ (a nightmare version of what their life could be like if they still have the problem).

And, in 5 years, it could become _____ (an even worse version of their life if they still have the problem).

Hot Solution:

This is why I am SO passionate about helping you get _____ (Big, Exciting Solution). Because I don't want you to have to suffer through _____ (nightmare).



So that's why...

So that's why I'd love to personally work with you to get _____ (Big, Exciting Solution).

Ask Permission

Would it be okay if I shared about how this could look? Thank you.

This Program Is For You If...

This private work is for you if you are ready to not just learn about how to get _____ (Big, Exciting Solution) but to actually commit to making this happen in the next _____ months. (The number of months in your Continuing Education.)

It's not for you if you just came to get information but you're not all that committed to getting _____ (Big, Exciting Solution.)

Here's a Small Taste of What You'll Get:

In our first private session together, we'll explore where you are right now in (the problem area.) Then, we'll create a vision of where you want to be in _____ months. (The number of months in your Continuing Education.) And, finally, we'll create an action plan as to how you can easily and gracefully get the (Hot Solution) in _____ months.

General Date and Location

We'll have this first session (in person or over the phone). And, my schedule is pretty booked, so I recommend securing your session time today. I have clipboards that I will pass around for you to secure your spot. (Clipboards are optional.)

Comparison Price

Some of my colleagues charge as much as \$500 per hour for this type of work.

Justify Your Comparison Price

This might sound like a big investment, but, there's a HUGE cost to still having _____ (Big, Urgent Problem) 1 year from now.

Share the costs to their mind, body and spirit. Share the financial cost.



My Price

My rates are \$_____ per session. Because I like to make my work affordable to everyone who wants to get _____ (Hot, Exciting Solution).

At-Event Price***

But, I feel so passionately about this work that I am going to do something TOTALLY crazy! If you're really committed to getting _____ (Hot, Exciting Solution), I want to match your commitment. So, I'm going to gift you with a (Name of Your Consultation) Private Coaching Session. Which means that this session will be yours... totally free.

Reason For Urgency

I only have _____ spots in my schedule this month, so if it's really important to you to do this work, please let me know on the form we're going to hand out in a moment. (And, I highly recommend securing your session on the clipboard today.)

Invitation/Call-To-Action

Awesome! We are going to pass out a form that will just take you 2 minutes to fill out. If you are ready to get _____ (Hot, Exciting Solution), it would be my honor to support you! We're going to take a 10 minute break for you to fill out these forms, and I'll be here to answer any questions about the session we'll do together.

ASK YOUR ASSISTANT TO PASS OUT THE STAY CONNECTED FORM.

***** Low Cost Consultation Offer**

This is the same as the Free Consultation offer above. Just change the At-Event Price to this:

At Event Price

But, I feel so passionately about this work that I am going to do something TOTALLY crazy! If you're really committed to getting _____ (Hot, Exciting Solution), I want to match your commitment. So, I'm going to give you a (Name of Your Consultation) Private Coaching Session for only \$_____. And if it feels like we are a good fit, I'll invite you into my continued education program.



Scheduling Free Consultations

At the end of your Workshop/Speaking Gig, it's essential to give them a way to continue to work with you. There are 2 ways to do this. You can use either strategy or both strategies:

1. Ask them to fill out the Stay Connected Form (the form where they can check lots of boxes). This allows you to:
 1. Grow your ezine list
 2. Get additional speaking gigs
2. Gauge their commitment level. This can help you avoid doing Free Consultations with people who are not interested in further work with you.
3. Pass out Clipboards with your available time slots so they can schedule their Consultation on the spot. This allows you to:
 1. Save the time and hassle of scheduling the Consultations after your workshop/speaking gig
 2. Prevent the loss of Free Consultations (from people who don't get back to you)

Disadvantage:

You don't get to be selective about who you do your session with.

If you would like the benefits of both strategies, it's fine to pass out BOTH the Stay Connected Form and the Clipboards. Simply ask your assistant to pass out the forms and the clipboards at the same time.

Clipboard Instructions: Ask your team to pass out all the clipboards. The participants can then pass the clipboards amongst themselves and find the day/time that works best for them. **Each clipboard gives them access to a different day.**



Example Clipboards:

CLIPBOARD #1:

Yes, *(Your name!)* I want to book a Free *(Name Of Consultation)* Private Session with you!

Tuesday, April 14, 2014

Time Name Phone Email

9am

10am

2pm

CLIPBOARD #2:

Yes, *(Your name!)* I want to book a Free *(Name Of Consultation)* Private Session with you!

Wednesday, April 15 2014

Time Name Phone Email

8am

11am

5pm

CLIPBOARD #3:

Yes, *(Your name!)* I want to book a Free *(Name Of Consultation)* Private Session with you!

Thursday, April 16 2014

Time Name Phone Email

9am

4pm